

## RIT Alumni

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### PROFILE

An extensive and distinguished career in sales, sales management, business/market development and systems engineering in the high technology marketplace with three major corporations. Experienced with supporting/enabling customer initiatives in the manufacturing, financial services, telco, healthcare, insurance and pharmaceutical industries throughout the northeast. Demonstrated track record for sales growth and willingness to embrace the challenges of taking on new responsibilities. Respected and recognized for honesty, fairness, integrity, teamwork and employee/organizational development. Participatory management style. Goals and results oriented.

### SUMMARY OF SKILLS

**Business Development:** Major account penetration; establish territory and account assignments; assign goals and metrics for prospecting; pipeline development and closing. Integrate market data and trends for identification of new opportunities for growth.

**Leadership:** Develop effective cross-functional partnerships, learning on the fly, strategic agility and business acumen.

**Customer Focus:** Develop/maintain high level client relationships and satisfaction, use voice of the customer as input to client solutions and assist direct reports to align with client initiatives and priorities.

**Organization Building:** Develop direct reports, hiring/staffing, managerial courage and role model for integrity.

**Strategic Planning:** Create coverage models, gap analysis and business plans that are growth oriented, results driven and focused on execution. Establish process monitoring and management of plans emphasizing attention to detail.

### SUMMARY OF ACCOMPLISHMENTS

- Recognized for demonstrating a pattern of progressive growth by receiving promotions seven times in sales management, sales and systems engineering.
- Lead teams with a broad range of responsibilities for large accounts, general territory and OEM/reseller relationships across multiple industries delivering revenue to the corporation in excess of \$950MM.
- Demonstrated the leadership skills to quickly build new teams from diverse backgrounds on a yearly basis.
- Successful track record with results consistently ranking in top third of peer group in performance against goal.
  - Grew revenue year over year for the past 14 years in tough business climate without the consistency of territory or team. More than doubled the general territory business in 2012 and 2013.
- Exceeded on-target earnings 12 out of 14 years while at IBM.
- Direct report Sales Rep awarded the Sales Representative of the Year for the Americas in 2010.
- Engaged in negotiation of terms and conditions for the sale of hardware/software products and services.

### EXPERIENCE

**IBM Corporation, Trenton, New Jersey    1993 - 2014 Region Sales Executive    2003 - 2014**

**Connecticut, Rhode Island, New York and New Jersey**

- Utilized Six Sigma process to capture requirements in order to architect and build solutions specific to addressing customer's challenges or initiatives.
- Grew revenue and margin year over year in each of the 4 years.
- Developed and executed region coverage model and business plan for the region.
- Responsible for creation of sales strategies by product and services categories.    ▪ Created business model to build and strengthen reseller partner relationships.
- Increased profit margin for three of IBM's Top 50 customers.
- Recruited, developed and promoted sales professionals to build the team.

**District Sales and Systems Manager**

**2002 - 2003**

**New York, New Jersey General Territory, 2003**

**New England, Upstate New York General Territory, 2002**

- Grew the business by 124%
- Made immediate impact to region by creating coverage models, processes and improving team morale.
- Created virtual teams and strengthened partner relationships for both North and South Districts. ▪ Implemented workforce reduction and region reorganization.

**District Sales Manager**

**1996 - 2001**

**Tri-State Large Accounts and General Territory, 2001**

**New York Metro, New England General Territory, 1999 - 2000**

**Central/Western Pennsylvania Named Accounts, 1996 - 1999**

- Successfully resolved customer satisfaction issues with a Fortune 50 customer while selling \$14m in revenue.
- Hired sales reps and created new teams from different districts in 2001, 2000 and 1999.
- Invested and grew set of installed customers into larger focus accounts.
- Implemented new channel strategies partnering with outsourcers.
- Dealt with dotcom bubble bursting by focusing on traditional competitors and business critical application solutions.
- Grew business in NY Metro General Territory by 80% in 2000
- Achieved 124% of goal in 1998 with 60+% of the business coming from new accounts.
- Won Vacation in Paradise sales incentive award, one of two awarded throughout sales force.

**Sales Representative**

**1993 – 1996**

**Fairport, New York**

**Named Accounts, 1995, General Territory, 1994, Investment/Growth Territory, 1993**

- Exceeded revenue quota qualifying for IBM key product at 110% of goal and grew the business by 85% year over year in FY96 and 167% of goal and grew the territory to support three sales representatives in FY95.
- Developed national account plans for Frontier Telephone and Thomson Legal Publishing.
- Raised IBM's level of visibility at Xerox using seminars and technology reviews resulting in several competitive displacements.
- Created coverage model for the new general territory position and presented it to the Vice President of the northeast area.
- Closed several new accounts including Manning & Napier Advisors and Rochester Community Savings Bank.
  - Named Regional Sales Representative of the year FY 95.

**Data Company, Rochester, New York**

**1981 - 1993**

**Account Executive, 1985 - 1993**

- Promoted from Sales Representative, to Senior Sales Representative, to Account Executive over five year period.
- Responsible for growth and development of large strategic accounts.
- Sold new accounts in several vertical markets including manufacturing, distribution, utilities, services and public sector; and VAR management.
- Million Dollar Club Award winner by exceeding 135% of sales quota in fiscal years 1988, 1989, 1990, 1992.

**Information Systems Company, Rochester, New York**

**1979 - 1981**

**Systems Engineer**

- Conducted product seminars and delivered systems support of a Simi X-9 mini-computer network for Xerox Corporation.
- Part of a team that developed and deployed a custom order entry and Field Support system for Xerox.
- Received the Pacemaker Award for outstanding performance

**EDUCATION**

**MBA, Rochester Institute of Technology, Rochester NY**

Focus in Management Information Systems